

Team Name: Competitive Analysis

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Summary

What you did

In general, what worked and what didn't (summary of findings below)

I found almost websites have a good layout and are responsive. Most websites can lead visitors know their features and rooms.

Some details in a small screen need to be improved.

Competitors Evaluated

List 5 competitors, their URLs, descriptions of their websites or businesses and how they were chosen. You may use competitors determined by the client or your own.

1. Red Maple Inn: <http://www.redmapleinn.com>

This web site is a unique Amish Country Ohio bed and breakfast is a peaceful destination for rest and relaxation that will never forget. It has beautiful scene and is a good place to relax, their aim at providing a comfortable peace place for the customer.

2. The Mill House Bed and Breakfast: <http://themillhouse.com>
This is not a big place, it located on the banks of the Maumee River, offers a choice of 4 first floor guest rooms, each with private baths, fully air-conditioned, and wi-fi enabled. Enjoy peaceful surroundings, historical sights, local shopping, and unique restaurants. The main customers are people who want a good sleep and the unique food.
3. Whispering Pines Bed & Breakfast: <http://www.atwoodlake.com>
This is a romantic place. Whispering Pines Bed & Breakfast provides the ideal location for those seeking a romantic getaway, celebrating a special occasion or taking a brief vacation. Their tranquil northeast Ohio bed and breakfast in Dellroy. The customers are mainly couples, their special features are some romantic rooms and activities.
4. Willow Brooke Bed & Breakfast: <http://www.willowbrooke.com>
This is a Briton style place. Secluded Central Ohio Bed and Breakfast, an Elegant English Tudor Manor House down a tree lined lane Â½ mile into the woods shared with the deer, raccoon and their own free roaming peacocks. This is also a peace place for the customer who want to enjoy a different lifestyle.
5. Aria Hotel Budapest: <http://www.ariahotelbudapest.com>
This is a luxury place for the customer who want to enjoy a luxurious life. The Aria Hotel Budapest is a luxury boutique hotel with an exquisite design inspired by music. To compliment the musical concept, master designer Zoltan Varro's vision was to simultaneously recreate the rich, lavish atmosphere of a historic Hungarian palace while also embracing visitors in the warmth and comfort of a private residence.

Navigation and Labeling

Common labels (terms) used to navigate the sites

The common labels are the home, room, special, contact us, information and activities.

Common navigation designs used to navigate and different screen sizes (drop down menus, audience-based navigation, vertical side navigation, call to action buttons, etc.)

For the large pixel page, the navigation are mainly horizontal and have a drop down menus for each section. For the small pixel page, some websites does not have a responsive change, some websites remove the navigation and add a hamburger button their. Some nice websites have a vertical side navigation in a small pixel page, and change a good style and suitable color or position in the page.

Content and Features

What features and types of functionality do competitors offer their users.

They offer location, online booking and activities or service they can provide. Also each hotel have their own special feature.

What types of content is available on the sites.

- 1 The information of hotel
- 2 Detailed description of rooms
- 3 Hotel Service
- 4 Location
- 5 Activities or special service
- 6 How to contact with them

What content is missing on the sites that would be helpful.

It may helpful if they find a good place to show the customer reviews.

Voice and Tone

What is the common “voice” of the competitors (friendly, serious, helpful, excited, boring)

Is there consistency in voice and tone across the sites?

All the websites are friendly but not very excited, because almost hotel want customers live in a peace place and have a quiet sleep. They are all helpful for the customer to choose a suitable room but some tone and voice of the websites are kind of boring.

There is not a consistency in voice and tone across the sites.

Design Aesthetics and Layout

What are common design choices across the sites (colors, typography, layout)

Most websites choose a light color background and a dark color font color. For the historical and ancient style hotel websites, they choose serif font; for the modern hotels, they choose sans-serif font. The layouts mostly the same. Logo and navigation bars put on the top and then a series of big rolling pictures go across the page. And then, they put important information below the pictures. The footer are advertisements and detailed information of company.

How does the design contribute to the usability of the site on various devices?

Most websites have a good responsive design in other devices such as cellphone and iPad. The navigation bar is replaced by the hamburger menu, which is clearly to see the content and shrink the place of navigation bar. The font size is a important thing in a small screen, some websites' fonts are big, so it is hard for visitors to read. There is one website called Aria Hotel, I like their website on the phone. The information parts are removed, it only have the navigation bars for visitors to choice. It is very clean and more like a App.

Which design pieces (patterns) could be utilized on our website?

- 1 Navigation bar on a large screen.
- 2 Hamburger menu on a small screen.
- 3 Large pictures of the hotel to show the beautiful scene.
- 4 Special features and rooms of pictures and contents.
- 5 A good contract of the font and background.

Show side-by-side screenshots of each website evaluated.



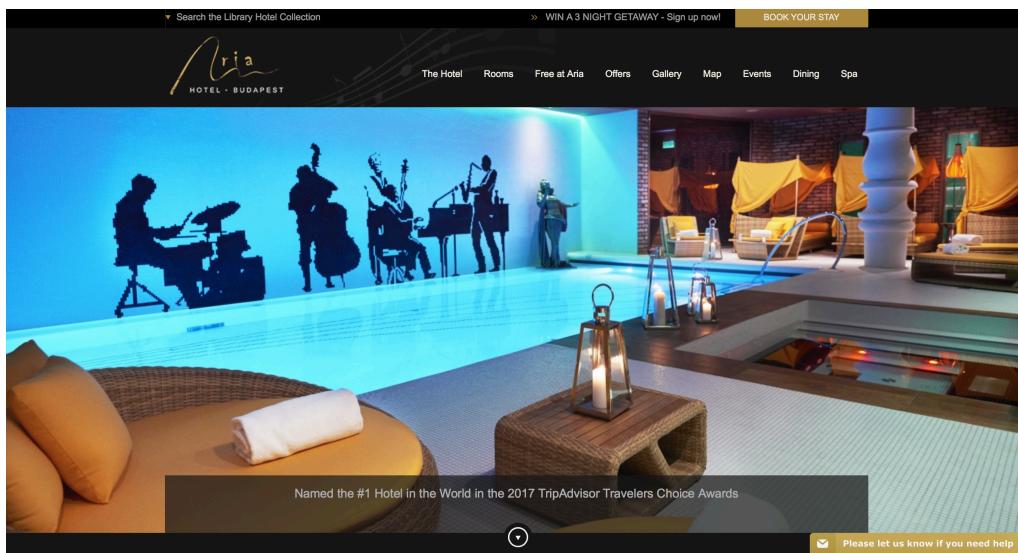
The Red Maple Inn website features a top navigation bar with links for GIFT CERTIFICATES, RESERVATIONS, CONTACT, and 888-OH-MAPLE. Below the header is a large banner image showing a black Amish buggy and a large orange metal horse sculpture. A welcome message "Welcome to the Red Maple Inn" is displayed above a photo of a room interior. To the right, there's a sidebar for "Packages & Specials" with a "click here" button, and another sidebar for "Recent Blog Posts" with links to "Red Maple Inn Amish Tours" and "Theatre Package_2 tickets for the price of one!"



The Mill House Bed & Breakfast website has a top navigation bar with links for Home, Rooms, Location, Attractions, Policies, Pastors, Reservation, Blog, Packages, and Contact. A large central image shows four people at a dining table. Below the main image are three smaller images: a brick building, a bedroom, and a digital calendar. At the bottom, there are links for "Watch our Commercials", "View the Rooms", and "Make a Reservation".



The Whispering Pines Bed & Breakfast website includes a top navigation bar with links for ROOMS & RATES, WEDDINGS, SPECIALS & PACKAGES, ABOUT US, AREA INFO, FIND US, and BLOG. On the left, social media icons for Facebook, Twitter, Google+, and Pinterest are visible. The main content area features a large image of a blue building with a balcony and a waterfall in a lush green setting.



Recommendations and Strategy

Based on the findings above, what top recommendations do you have for your client's website, based on the top goals that they've shared already.

Do not include design solutions at this point, just recommendations.

My top recommendation is to explore an area for customer communication. It mainly contains the reviews, questions and answers of the customer.

